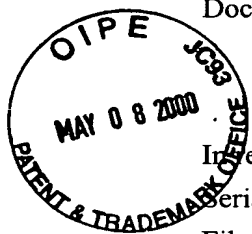


GP3652



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application: Rodney L. Dockery et al.  
Serial No.: 08/813,852  
Filed: March 7, 1997  
Art Unit: 3652  
Examiner: F. Bartuska  
For: System and Method for Promoting Stores and Products

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Assistant Commissioner  
for Patents  
Washington, D.C. 20231

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Date deposited: May 5, 2000

Elva Wilson

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Signature of person mailing paper or fee)

**TRANSMITTAL OF POWER OF ATTORNEY BY ASSIGNEE AND  
REVOCATION OF PRIOR POWERS AND STATEMENT UNDER 37CFR 3.73(b)**

Dear Sir:

1. Transmitted herewith is a Power of Attorney by Assignee and Revocation of Prior Powers and Statement Under 37 CFR 3.73(b)
- ☒ The Commissioner is hereby authorized to charge any deficiency in the enclosed fees under 37 C.F.R. §1.16, or to charge any patent application processing fees under 37 C.F.R. §1.17, or credit any overpayment, to Fulbright & Jaworski L.L.P. Deposit Account No. 06-2380.

Respectfully submitted,

David H. Tannenbaum  
Registration No. 24,745  
Counsel for Applicant

Date: 5/5/2000

Fulbright & Jaworski L.L.P.  
2200 Ross Avenue, Suite 2800  
Dallas, Texas 75201-2784  
Telephone: 214-855-8333  
Telecopier: 214-855-8200

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:  
Rodney L. Dockery et al.

Serial No.: 08/813,852

Filed: March 7, 1997

Title: System and Method for Promoting  
Stores and Products



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Docket No.: 058569-P001US-  
10007125

Group No.: 3652

Examiner: F. Bartuska

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POWER OF ATTORNEY BY ASSIGNEE AND  
REVOCATION OF PRIOR POWERS

Assistant Commissioner for Patents  
Washington, D.C. 20231

Dear Sir:

As named Assignee for the above-identified application, all powers of attorney given previously are hereby revoked and it is requested that the following attorneys be appointed to prosecute and transact all business in the Patent and Trademark Office connected therewith.

David H. Tannenbaum, Reg. No. 24,745;  
Michael A. Papalas, Reg. No. 40,381;  
R. Ross Viguet, Reg. No. 42,203;  
Michael J. Fogarty, III, Reg. No. 42,541;  
Thomas J. Meaney, Reg. No. 41,990 and  
Jody C. Bishop, Reg. No. 44,034.

Please send all correspondence to:

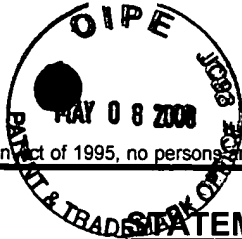
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Date: May 1, 2000

Caleb J. Pirtle III  
Caleb J. Pirtle III, Vice President



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**STATEMENT UNDER 37 CFR 3.73(b)**

Applicant/Patent Owner: Heritage Publishing, Inc.

Application No./Patent No.: 08/813852 Filed/Issue Date: March 7, 1997

Entitled: System and Method for Promoting Stores and Products

Heritage Publishing, Inc., a Corporation,  
(Name of Assignee) (Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is:

1. ☒ the assignee of the entire right, title, and interest; or
2. ☐ an assignee of an undivided part interest

in the patent application/patent identified above by virtue of either:

- A. ☒ An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the Patent and Trademark Office at Reel 8567, Frame 0571, or for which a copy thereof is attached.

OR

- B. ☐ A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as shown below:

1. From: \_\_\_\_\_ To: \_\_\_\_\_  
The document was recorded in the Patent and Trademark Office at  
Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy thereof is attached.
2. From: \_\_\_\_\_ To: \_\_\_\_\_  
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☐ Additional documents in the chain of title are listed on a supplemental sheet.

- ☐ Copies of assignments or other documents in the chain of title are attached.

**[NOTE]:** A separate copy (i.e., the original assignment document or a true copy of the original document) must be submitted to Assignment Division in accordance with 37 CFR Part 3, if the assignment is to be recorded in the records of the PTO. See MPEP 302-302.8]

The undersigned (whose title is supplied below) is empowered to sign this statement on behalf of the assignee.

MAY 1, 2000  
Date

Caleb Pirtle III  
Signature

Caleb Pirtle III  
Typed or printed name

Vice President  
Title